

# EDITOR'S NOTE



**Lana Ciboci**, PhD  
Editor-in-Chief



## Dear reader,

You are holding the sixth issue of Communication Management Review. We are proud that this issue of CMR brings together papers from various fields of information and communication sciences, which contributes to the quality of the journal. Namely, in this issue, different topics are represented - history of public relations, polyphony, video games, the media and terrorism and populism in the context of the refugee crisis. It is important to note that this is our first bilingual issue, available both in the Croatian and in English languages. In this manner, we are trying to encourage more scientific research and papers from Croatia and the region in the field of communications. This issue which brings a paper on the historical development of public relations in Croatia indicates that this was a good decision. Namely, the second paper, written by Zdeslav Milas and Tomislav Jurić, analyses the historical development of PR in Croatia on the example of the public transport system in Zagreb. The authors believe that the very first forms of PR in Croatia can be found in Zagreb Electric Tram ZET, which is a valuable contribution to the development of the profession in Croatia. I am sure that the other papers will draw the attention of readers as well. The first paper, written by Ansgar Zerfass and Lena Schneider, is dedicated to polyphony in corporate and organisational communications. The third paper is devoted entirely to another area. The relationship between children and the media, especially when it comes to video games, is a current topic in academic circles. Andrej Malek, Marjan Ninčević and Dunja Jurić Vukelić, in their paper, explore the role that playing video games can have on school grades and school achievement in general. Tomislav Berišić and Maja Banovac Barić analyse the presence of IRA and ETA, the oldest European terrorist organisations, on social media, focusing predominately on *YouTube*. Their goal was to explore whether terrorist organisations use social media to spread their ideas. In the fifth paper, Marta Takahashi, Franjo Skoko and Dario Pavić explore the role of digital media and the rise of populism in the context of the current refugee crisis.

On behalf of the editorial team, we wish you pleasant reading during the winter holidays!

We look forward to working together!